



HUNTINGTON BEACH COMPANY



PRESIDENT'S MESSAGE



E.A. Hartsook, President

We celebrate our 75th Anniversary because we are proud of the quality of our projects and the contribution they make to the continual progress of the City. The Huntington Beach Company is involved in a unique operation - changing an oil field into a modern, attractive residential community. It doesn't just happen. It takes lots of planning and cooperation between Landowner, oil operator, city, and the community.

For 75 years, the Huntington Beach Company has been part of the community's growth and an active participant in the City's economic development. Back in 1903, there was a beautiful beach and a town site called Pacific City - but few people. Slowly the seaside village expanded and the Huntington Beach Company built a water system, installed electric lights and telephones, and completed street improvements.

Then in 1920, an event happened that had a major impact on the City and our Company. Oil was discovered and almost overnight the once quiet seaside village became a bustling center of the petroleum industry. Oil supplied energy during the decades of our nation's industrial growth and was vital to national defense during the war years. It also made many residents wealthy and paid for schools, parks and city improvements.

Our Company plans to continue what began in 1903. We will maintain oil operations in a productive and environmentally sound manner and to phase them out when they are no longer productive. We will continue to build quality projects that add to the beauty and economic health of Huntington Beach.

We believe this area will continue to improve but it will take the continued cooperation of all parties and residents in the area who have a very real interest in the future of Huntington Beach.



t all began a long time ago when there was just sand and sea and a vast expanse of land in Southern California surrounded by many small, newly formed cities. The year was 1903; a time of growth, expansion and changes.

On this choice land with its sunfilled skies and cool sea breezes, several men settled their families and began farming operations. Colonel Bob Northam, who had purchased more than 1400 acres on the mesa, moved a home from the Northam Station area and placed it on top of a knoll (now Yorktown and Main Streets). In 1897 he doubled the size of the house which is now the oldest house in the city and a Huntington Beach landmark.

Along the beach, first known as Shell Beach, forty acres had been purchased by a group of Los Angeles businessmen interested in building a city. The West Coast Land and Water Company was formed on August 1, 1901 to sell lots and create a west coast resort, called Pacific City, to rival New Jersey's Atlantic City.

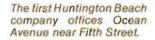




The original Huntington Beach pier built by the West Coast Land and Water Company.



Colonel Bob Northam's home now a landmark at Yorktown and Main Streets.





Mr. C.W. Gates, first Secretary for Huntington Beach Company.



First Grammar School



Ed Manning, first Mayor 1909.



Ron Shenkman, newly elected Mayor 1978.



Second City Hall - 1923.

HUNTINGTON BEACH COMPANY FORMED

It was apparent that the West Coast Land and Water Company could not get the necessary financing needed to create a city. On May 4, 1903, a new company was formed called the Huntington Beach Company, headed by S.V. Vickers, President. Purchasing land belonging to Colonel Northam, the Huntington Beach Company embarked on a most energetic plan to develop a city and yet continue the large ranching operations of Colonel Northam. Their local office was opened on Ocean Avenue near Fifth Street so that A.L. Reed, Huntington Beach Company's first Manager, could be on hand to supervise the many projects under construction.

Labor camps were established near Main and Ocean, and soon the Huntington Beach Company was busy constructing water, electrical, and telephone systems, and 27 miles of street improvements. Trees that were rare at that time were planted by the Huntington Beach Company and streets named after them. Today these streets still bear their names. More and more families moved into Pacific City. Soon, there were enough children for six grades of school. A one room building on the west side of Main Street was rented for the fall term with Miss Clara Christianson employed as teacher.



First City Hall Offices - second floor of the Bank Building.



City Hall - today in the new 188,125 sq. ft. Civic Center.

THE PACIFIC ELECTRIC RAILWAY

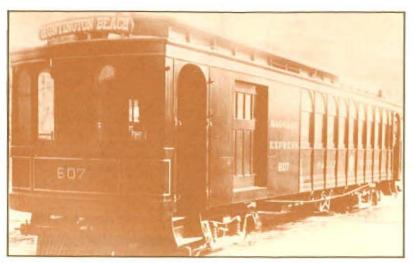
Getting to Pacific City was something else! The few roads through swamp marshlands around the infant town were all but impossible. In the Spring, horses had to wade belly-high; but, by a gift of rights-of-ways and real estate holdings from the Huntington Beach company, the Pacific Electric Railway agreed to extend the tracks from downtown Los Angeles to Main and Ocean in Pacific City. It was on this day, the Fourth of July, 1904, that a big celebration was held in honor of both the completion of the railroad and the holiday. S.V. Vickers was the master of ceremonies when the first railroad car arrived from Los Angeles carrying Pacific Electric and Huntington Beach Company dignitaries. All day long, railroad cars shuttled back and forth from downtown Los Angeles making each trip in a little less than two hours.



Street scene in the "Horse and Buggy" days.



Built in 1904, the Huntington Inn at Eighth and Ocean Avenues was the first hotel and restaurant between Long Beach and San Diego.

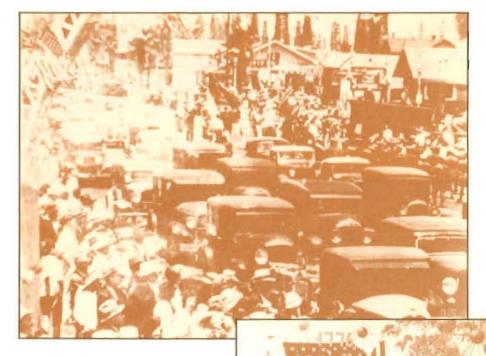




CHANGING OF A NAME

On this same Fourth of July day, during one of the speeches at the platform erected at Fifth and Ocean, Mr. Vickers announced the name of Pacific City was being changed to Huntington Beach, in honor of Henry E. Huntington. On August 5, 1904 it was recorded and became official. With a population of less than 1,000, Huntington Beach was incorporated in 1909 as the sixth city in Orange County.

True to their original goals, the Huntington Beach Company continued their farming operations on most of the 1400 acres of mesa, raising feed grains of barley, corn, wheat, oats, citrons and pumpkins. They operated a breeding farm raising and selling large Percheron horses, and also leased some of the land to a company to raise fruits and vegetables for their cannery located on what are now Clay and Huntington streets.



Clockwise from top

Pacific Electric Railway - On July 4, 1904, a big celebration was held in honor of the completion of the railroad to Pacific City and in celebration of the 4th.

Vincent's Place - "A popular hang-out" in 1909.

Fourth of July - Always a big day in Huntington Beach. In the 30's, a sea of cars, people, flags and oil derricks.

Another Fourth of July - The Bicentennial year 1976 . . . and it is still a big day for celebration in Huntington Beach.

1911 - Happy summer days were spent at the open air plunge with bathhouse. Built at the foot of Fifth Street on the beach.



A SEA OF CANVAS

Beginning in 1906, the Grand Army of the Republic held their yearly conventions in Huntington Beach. Later, four city blocks were made available by the Huntington Beach Company to the Methodist Church which built a large tabernacle in the center with a camp surrounding it. The tabernacle was later used for the first high school until the new building was completed on a site donated by Huntington Beach Company at Union and Main. Besides the G.A.R. Conventions, this "Tent City" hosted many religious revivals during the summer. The tabernacle was destroyed by fire in 1924 and never rebuilt. ()





A city grows.

Through the ages, sand and sea have always been the main attraction.

Huntington Beach pier as it looks today.





In 1904, the Huntington Inn was built. This three-story hotel located at Eighth and Ocean Avenues was the finest hotel and restaurant between Long Beach and San Diego, and a popular stop for tourists. Owned and operated by the Huntington Beach Company, the Inn was sold in 1917 to a famous boxer, Tommie Burns, who played host to many of his friends and celebrities from Los Angeles.

In 1911, an open air plunge with bathhouse was built at the foot of Fifth Street on the beach. Fresh salt water was pumped in twice a week and hot salt water baths were available. Due to the shortage of bathtubs in homes at that time, hundreds of people used the bathtub facilities at the plunge regularly, standing in line awaiting their turn. Later, the plunge was covered over, and heating and filtering equipment was installed for enjoyable warm water swimming year-round. The plunge was dismantled by the Huntington Beach Compay on March 7, 1962.

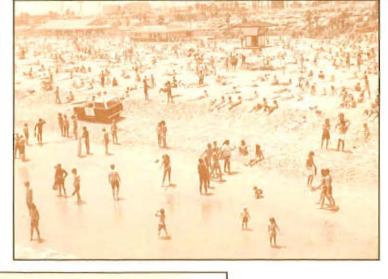


A bevy of bathing beauties in 1924 and now.





Early beach scene - Year unknown.



The beach today - A few more people, a few less garments.

INDUSTRY ENCOURAGED

In 1912, Holly Sugar saw the town and liked what it saw. Sixty acres were given to them by the Huntington Beach Company for the building of a sugar beet processing plant (Garfield and Main). Nearby sites were made available for the Beach Broom Company and the Pacific Oil Cloth and Linoleum factory.

Holly Sugar Company - One of the first industries to locate in Huntington Beach.

Interior of Huntington Beach broom factory.

OIL DISCOVERED

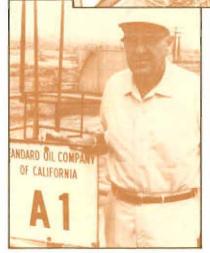
In 1920, Standard Oil's Well "A-1" came in for 100 barrels daily on a site near Goldenwest and Reservoir Hill. Soon, several companies had begun to drill and Huntington Beach's first gusher, Bolsa Chica Number One, blew-in with a roar heard 15 miles away. Initially, these companies drilled outside the main part of town. However, when the opportunity arose during the early 30's, the residents of the town joined in the oil boom by moving their houses, stores and themselves to other areas. This was to be the second biggest producing field in the state and many residents were to be made wealthy.

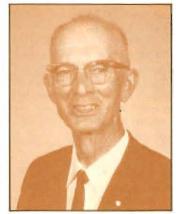
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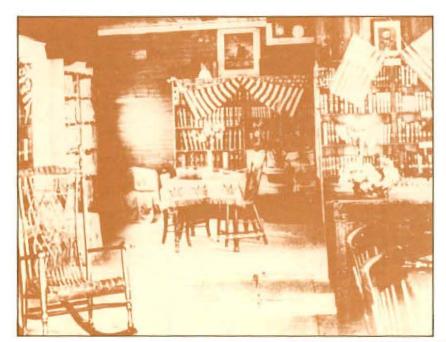
In 1920, Standard Oil's Well "A-1" came in for 100 barrels daily. Pictured is Bud Higgins.

FAR RIGHT

J. Sherman Denny, retired. Joined Company September, 1923. Appointed manager - 1947. Retired February, 1962.







Interior of first library.



The new 75,400 square foot public library was completed in April, 1975.

GROWTH

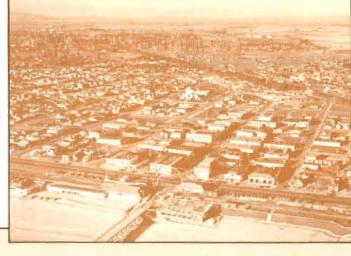
In the late 20's there suddenly became a great demand for workers of all kinds to fill the many jobs in the oil fields. Word went out that it was possible to be working within 30 minutes upon arrival in the city, and in a few months the town grew from 1,000 to 5,000. Choice jobs were on the drilling crews as they were paid the highest wages. Fifteen men were required for each rig working on three shifts around the clock. Full-time rail crews were needed to handle the continuous stream of oil cars shipping oil out and equipment in on six railroad sidings built at Clay Street. Almost overnight, new businesses were formed (neighborhood grocery stores, banks, restaurants, garages, bakeries, pharmacies, an emergency hospital, a Western Union office and small shops of every type).

Streets and parks were laid out by the city, utilities installed, houses and apartments were built, and schools constructed. But, housing remained critical. Construction couldn't keep up with the population growth. Men shared a room on a "shift" basis, and a great number of shacks and tents sprung up along the bluff next to the beach. Families of three or four persons rented one room in a private home for several months until living accommodations were made available to them. A city block of small cabins constructed out of beaver board were builtat Fifth and Main and called "Card-board Alley." During these hectic times, the city became engulfed by a forest of wooden derricks. The rhythmic sound of wells pumping day and night became the heartbeat of the people.



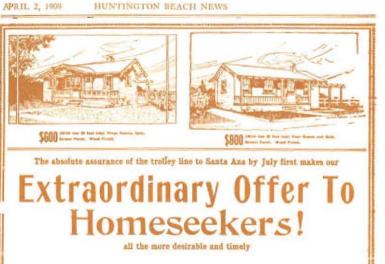
Union High School - Located at Union and Main, the site was donated by Huntington Beach Company.

Aerial view taken in 1938.





In the 60's - Many miles of underground pipeline were used to relocate oil storage tanks and pumping facilities to "Drilling Islands." Above is typical of the thirty islands surrounded by six to eight foot-high walls with lush trees and foliage.



April 2, 1909 - Huntington Beach News ran the following ad.



THE CON ARTISTS

With any boom town there comes the fast buck people, and Huntington Beach was no exception. Gambling, bootlegging, prostitution and con games became everyday activities. Con men and swindlers bilked an "eager to get rich" public with sales of stock in fictitious oil wells, or sold the same small oil lease to as many as 1,000 prospective owners.

OIL - THE PULSE OF LIFE

In spite of problems rapid growth brings, oil has been very kind to the city, the schools and the taxpayers as they paid 85% of the taxes in the community for a great many years, while supplying lifetime jobs to thousands of its residents. Oil produced from the Huntington Beach field over the past decades supplied the energy needed for the growth of our nation's industries and was vital for national security during the war years. Oil heats homes, provides electricity, fuels cars, and is the workhorse of our economy.

Luxury Seacliff single-family homes surround the green golf course.



The beautiful Huntington Seacliff Country Club and championship golf course.



CLEANING UP

By the late 50's, it was most apparent the derricks and clutter of the oil fields were creating many hazards and a clean-up program was undertaken along the beach and inland. The City Council aided by several oil operators, landowners and the community agreed on a master plan. The Huntington Beach field was to be altered and turned into a planned city community without interrupting oil production. Multiple land use was workable in this semi-depleted oil field.

For its part as one of the major landowners, the Huntington Beach Company was to be involved in a unique operation - changing an oil field into an attractive residential community. This was in the early sixties when there began an extensive relocation of oil storage tanks, pumping facilities and many miles of pipeline on the land. Oil Wells were grouped into thirty "drilling islands" of less than two acres each, with six to eight foot-high walls around the surface equipment. This clustering of the wells and facilities necessitated directional or slant drilling to depths of 5,000 feet or more. A tremendous task! But, it was necessary to conserve surface land for other uses, such as the championship Huntington Seacliff Golf Course and Country Club.

Huntington Center was built as a pioneer in regional closed mall shopping centers and is one of the city's leading sources of tax revenues (\$750,000 annually is the city's portion of sales tax). This 58-acre complex built by the Huntington Beach Company consists of 60 stores located near the San Diego Freeway.

A MASTER-PLANNED COMMUNITY TAKES SHAPE

During the 60's and 70's new people began to arrive in large numbers (12,000 increased to 160,000 residents) and the city was proud to be identified as the fastest growing in the entire nation. By mid-1976, families had settled in the luxury Seacliff singlefamily homes surrounding the golf course and the last phase had been sold of the nearby award winning Beachwalk Townhomes. These were two residential projects of the Huntington Beach Company. However, new families created needs other than housing; such as places to work and shop. Seacliff Village, a theme shopping center based on Southern California coastal region bird life, was completed by the Company as part of the



Oil fields before the big cleanup in the late 50's.





Aerial view taken in 1977. Looking south from the Huntington Center on the San Diego Freeway showing the development of a planned community over a producing oil field.

Huntington Seacliff Planned Community.

In order to strength and broaden its future income base, the Company has acquired, during the past several years, two industrial parks in the cities of Torrance and Santa Fe Springs, an enclosed mall shopping center in the City of Redlands and a large commercial site in the City of Cerritos.

By mid-1978, the Huntington Beach Company's 75th anniversary date, the first office building had been completed by the Company and the second is under construction within the tenacre, five office building complex located near the Civic Center.

The Huntington Beach oilfield continues to be the fourth largest in the state and a planned community is developing over this producing oilfield. As the largest landowner, the Huntington Beach Company will continue with quality projects that add to the beauty and economic health of the city. Future developments will depend upon the support and approval of the city and coastal authorities, several oil operators, and the community.

The city of Huntington Beach will continue to grow and the Huntington Beach Company, an integral part of the city's past, plans to continue what it began in 1903.



HUNTINGTON BEACH COMPANY EMPLOYEES TODAY AND WHERE THEY WORK

Jerry Shea Vice President Legal



Stan Young Vice President General Manager



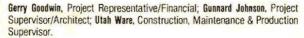
Ben Cole Vice President Engineering & Operations



Shirley Holman, Management Steno; Noella Jenner, Receptionist/Steno.



Accounting Staff: Tom Rollins, Office Manager & Asst. Secretary, Leighton Alt, Asst. Office Manager & Asst. Secretary; Lois Mabee, Accounting Assistant; Cathy Beck, Accounting Assistant.

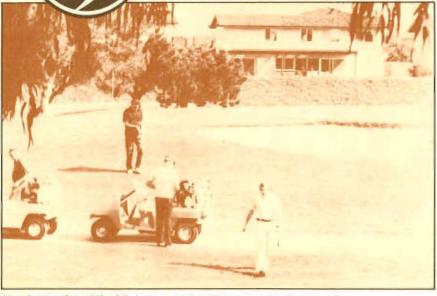




Dick Kinz, Sr. Project Representative; Jack Wallace, Assistant to the Vice President; Jess Davis, Legal Assistant.



HUNTINGTON BEACH COMPANY



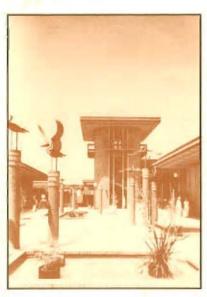
Huntington Seacliff - Oil, homes and golf course are a happy mix.



The beautiful Seacliff Village - A \$6 million 130,000 square foot shopping center carries a "Bird Theme" throughout the center. Murals some as large as 12 x 45 feet in routed wood and spectacular handpainted tiles depict the life and habits of 148 species of birds indigenous to the Southern California Seaboard.



Seacliff office park - A \$6.5 million complex planned to ultimately provide 120,000 square feet of office space in live two-story buildings.



The Redlands Mall -A 172,000 square foot shopping center in downtown Redlands.



Beachwalk Homes







Huntington Center